

PLAN YOUR MSAR RECRUITMENT CAMPAIGN

Getting Started

Plan a kick-off event to inform, inspire, and motivate volunteers. Include your hospital's administrators as a way to demonstrate their support for MSAR and invite a physician and/or nurse speaker who has served as a disaster responder.

Campaign Supplies

Information and materials are available free of charge to assist with your hospital's recruitment effort. (Please refer to the enclosed order form.)

Brochures

Distribute brochures to staff through hospital mail, events, or programs.

Payroll Inserts

Include an MSAR insert with payroll envelopes or other employee mail.

Campaign Posters

Hang posters in employee locker rooms, conference rooms, employee cafeterias, or other high-traffic areas.

Display Ads

Publish MSAR information in an employee newsletter or send a hospital-wide e-mail.

Campaign Premiums

Distribute "giveaways" to each individual who registers as an MSAR volunteer.

Make the Campaign Fun!

While preparedness and disaster planning are not trivial issues, organizing an amusing and clever recruitment effort is often an effective way to rally support, and it will draw attention to MSAR. Incorporate games, trivia, and competition in your planning. Food is always a useful way to gain attention.

